



(19)

(11) Publication number:

Generated Document.

PATENT ABSTRACTS OF JAPAN(21) Application number: **08205970**(51) Int'l. Cl.: **A23L 1/222 A23L 1/22 A
2/02 A23L 2/70**(22) Application date: **05.08.96**

(30) Priority:

(43) Date of application publication: **17.02.98**

(84) Designated contracting states:

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**(54) AGENT FOR
IMPROVING TASTE OF
FOOD**

(57) Abstract:

PROBLEM TO BE SOLVED: To obtain an agent for improving the tastes of foods, containing the decolored concentrated juice of cranberry, and suitable for beverages and foods containing an organic acid such as citric acid, malic acid or quinic acid, milder in the sour tastes, improved in astringent and bitter tastes, removed in saccharides, excellent in colorless transparency.

SOLUTION: This agent for improving the tastes of foods comprises a concentrated cranberry juice subjected to a decoloration treatment using a porous resin and/or activated carbon or further to an electrophoresis treatment using an ion exchange membrane electrophoresis device. The taste-improving agent is preferably added in an amount of 0.005-0.15% to foods.